

Catchment Summary - Courthouse Rugby



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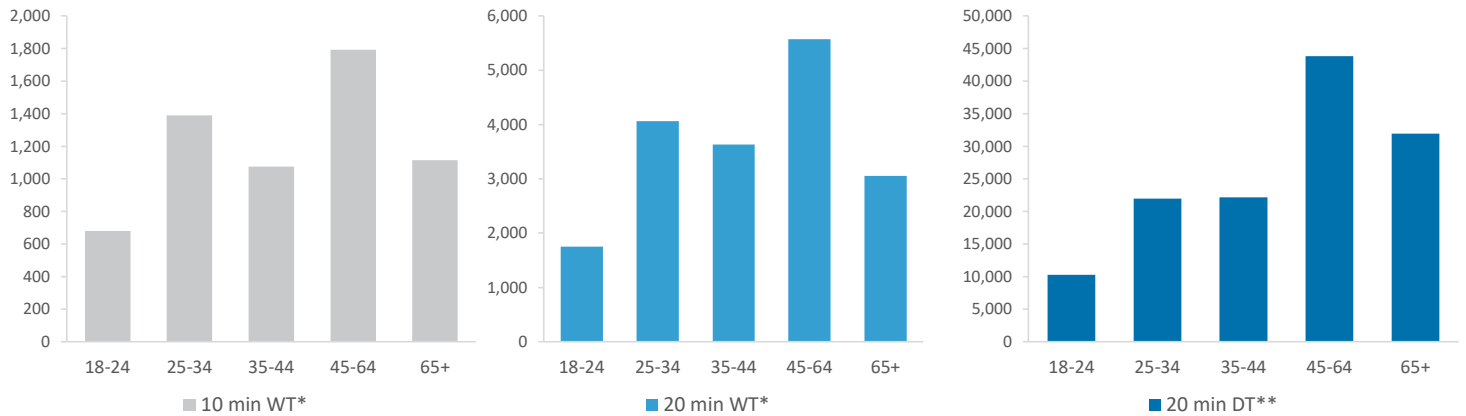
	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population		7,930	23,336	166,882	150	160	44
Adults 18+		6,053	18,070	130,083	139	101	44
Competition Pubs		30	41	169	200	128	47
Adults 18+ per Competition Pub		202	441	770	24	53	93
% Adults Likely to Drink		81.2%	81.8%	83.6%	98	99	101
Affluence	Low	25.5%	16.7%	13.6%	99	65	53
	Medium	52.7%	59.0%	43.2%	134	150	110
	High	18.5%	23.1%	41.4%	55	69	124
Age Profile	18-24	681	1,751	10,258	106	93	76
	25-34	1,390	4,060	21,963	132	131	99
	35-44	1,074	3,634	22,125	105	121	103
	45-64	1,793	5,571	43,830	88	93	103
	65+	1,115	3,054	31,907	74	68	100

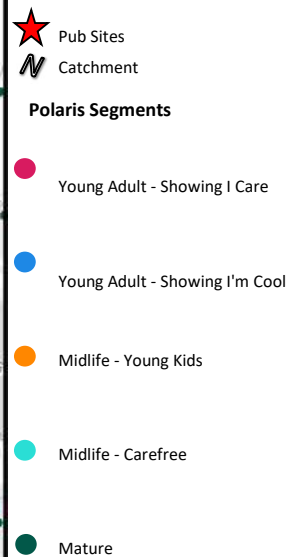
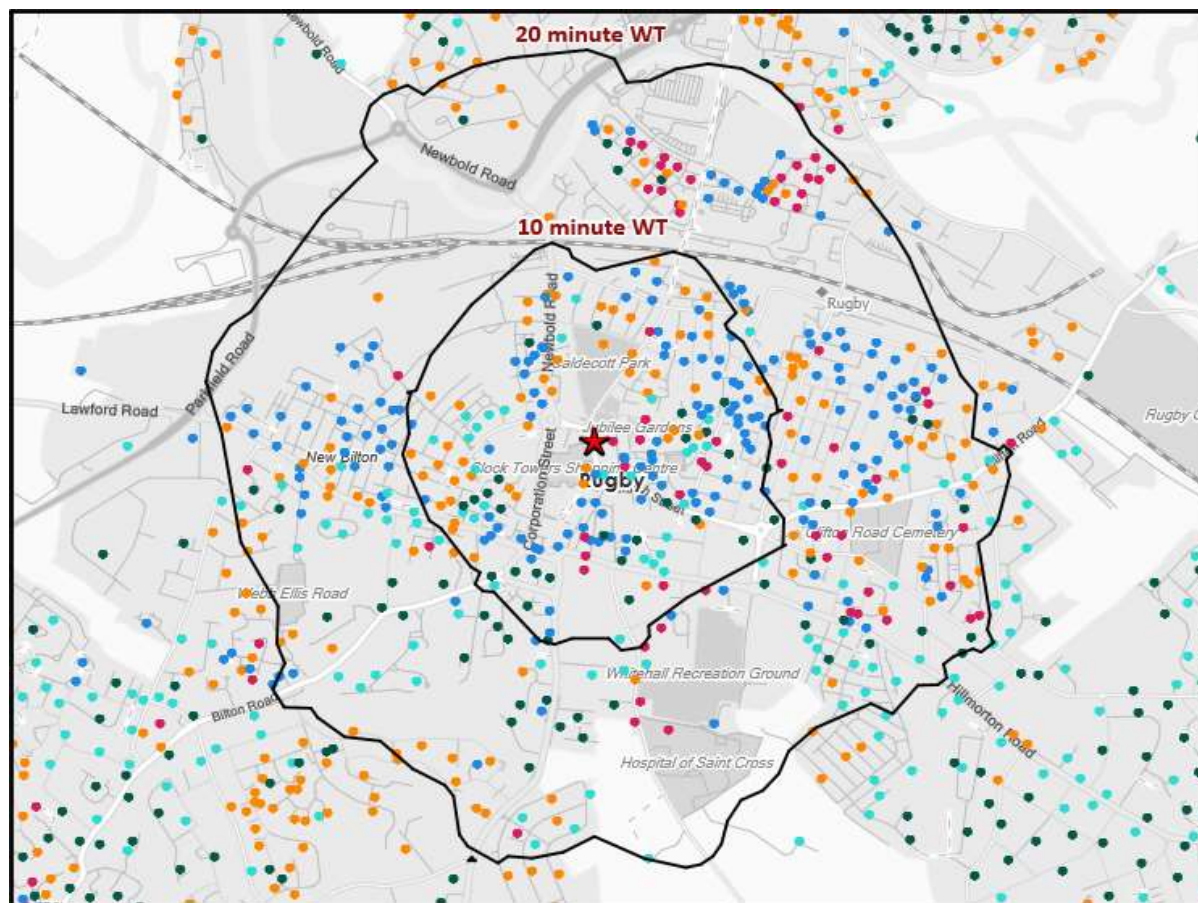
*Affluence does not include Not Private Households

Population & Adults 18+ index is based on all pubs



		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	4,153 (52%)	12,078 (52%)	83,421 (50%)	106	105	101
	Female	3,777 (48%)	11,258 (48%)	83,461 (50%)	94	95	99
Economic Status (16-74)	Employed: Full-time	2,728 (47%)	8,735 (51%)	55,619 (47%)	113	122	113
	Employed: Part-time	600 (10%)	2,104 (12%)	15,913 (13%)	79	94	104
	Self employed	349 (6%)	1,161 (7%)	10,202 (9%)	63	71	91
	Unemployed	159 (3%)	435 (3%)	2,242 (2%)	115	107	80
	Retired	621 (11%)	1,736 (10%)	16,856 (14%)	77	73	104
	Other	1,368 (23%)	3,016 (18%)	17,155 (15%)	119	89	74
Total Worker Count		8,309	14,858	98,590			

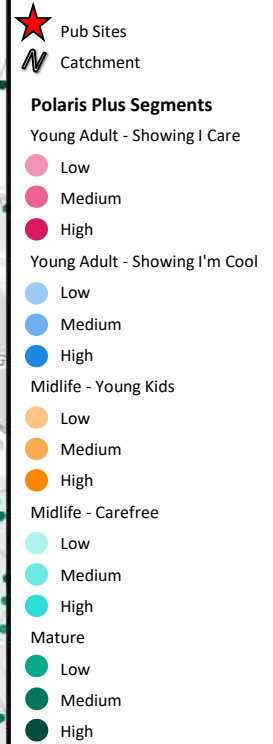
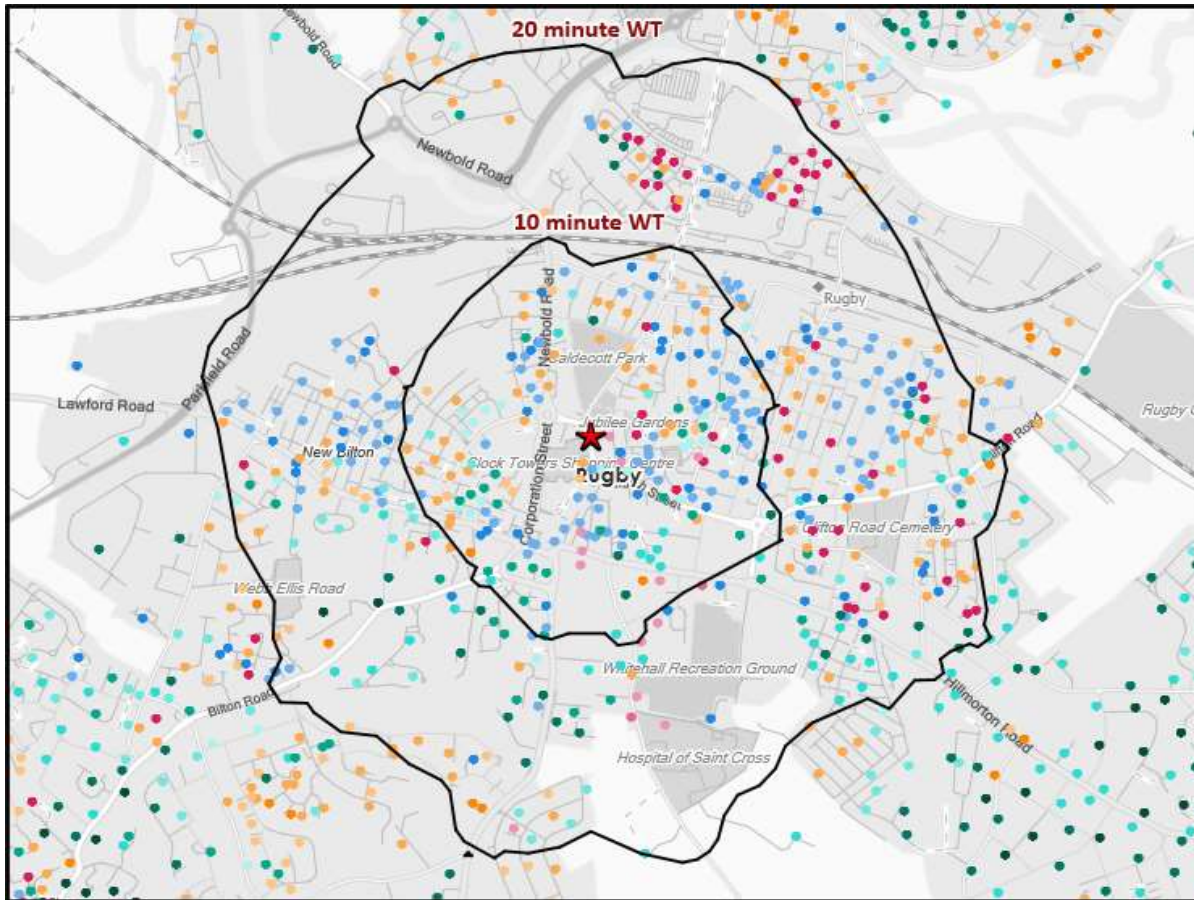
See the Glossary page for further information on the above variables



Polaris Profile by Catchment

*WT= Walktime, **DT= Drivetime

Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care	350	1,385	2,327	65	86	20
Young Adult - Showing I'm Cool	2,190	6,855	11,736	393	412	98
Midlife - Young Kids	1,876	4,937	39,294	99	87	96
Midlife - Carefree	773	2,734	30,574	61	72	112
Mature	666	1,936	43,773	39	38	120
Not Private Households	198	223	2,379	227	86	127
Total	6,053	18,070	130,083			



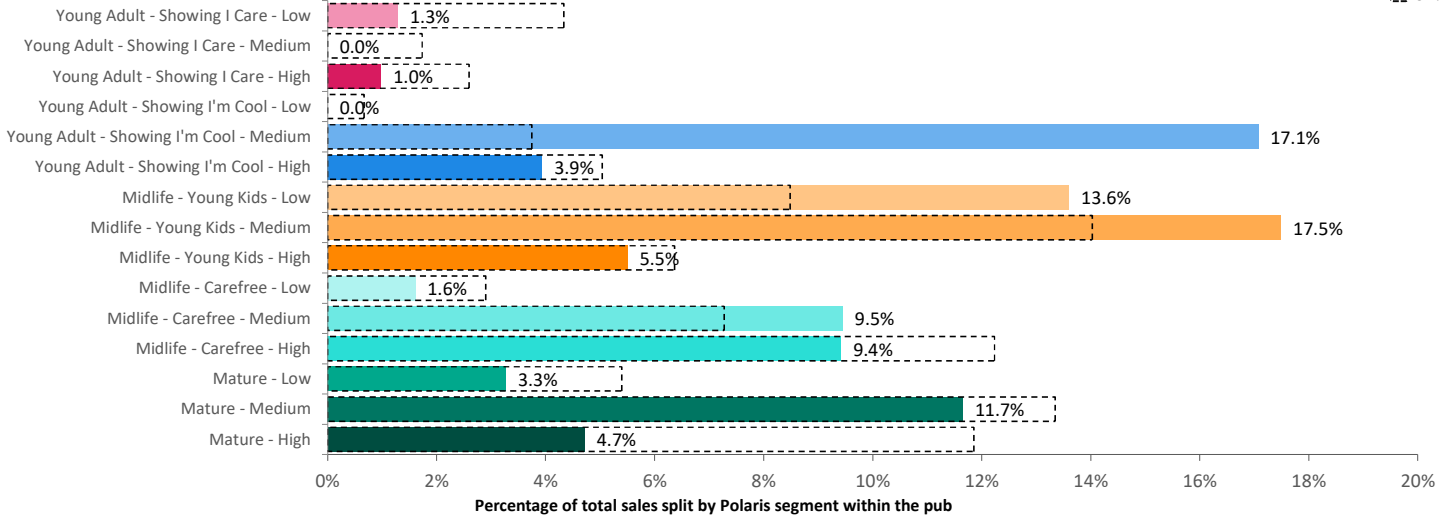
Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care						
Low	243	267	280	96	35	5
Medium	0	18	18	0	7	1
High	107	1,100	2,029	52	181	46
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	1,337	4,944	7,569	597	740	157
High	853	1,911	4,167	315	236	72
Midlife - Young Kids						
Low	287	891	7,356	43	44	51
Medium	1,584	3,810	21,659	175	141	112
High	5	236	10,279	2	24	147
Midlife - Carefree						
Low	406	553	2,893	197	90	65
Medium	210	1,273	10,245	52	105	117
High	157	908	17,436	24	46	123
Mature						
Low	609	1,308	7,102	169	122	92
Medium	57	611	16,664	7	27	101
High	0	17	20,007	0	1	164
Not Private Households	198	223	2,379	227	86	127
Total	6,053	18,070	130,083			

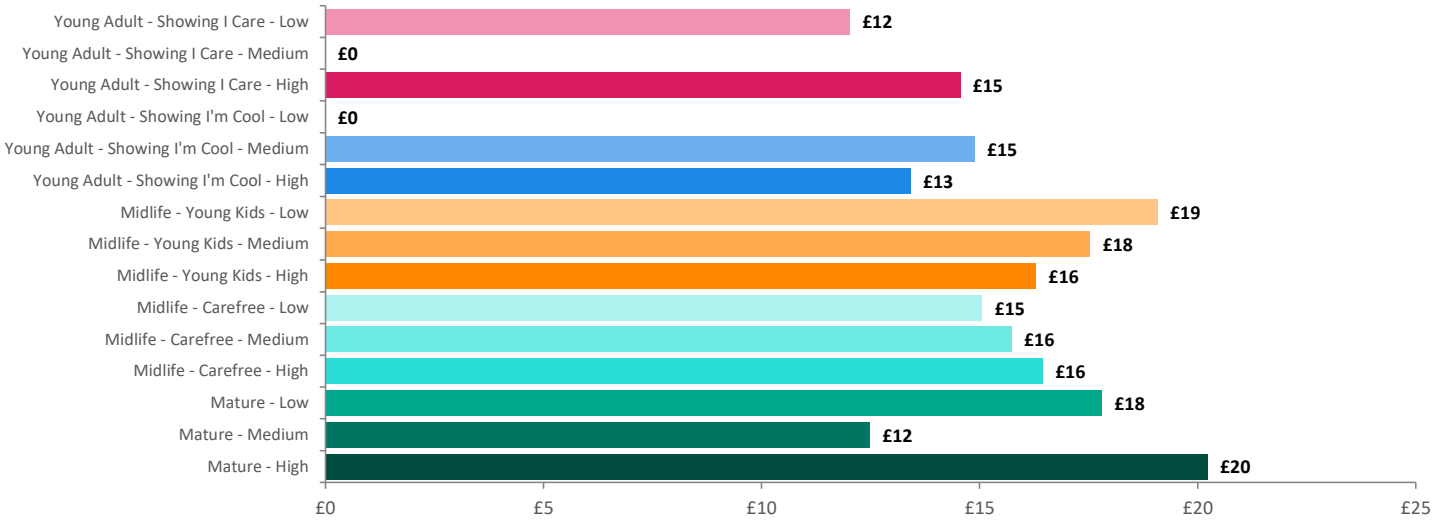
Spend by Polaris

GB %



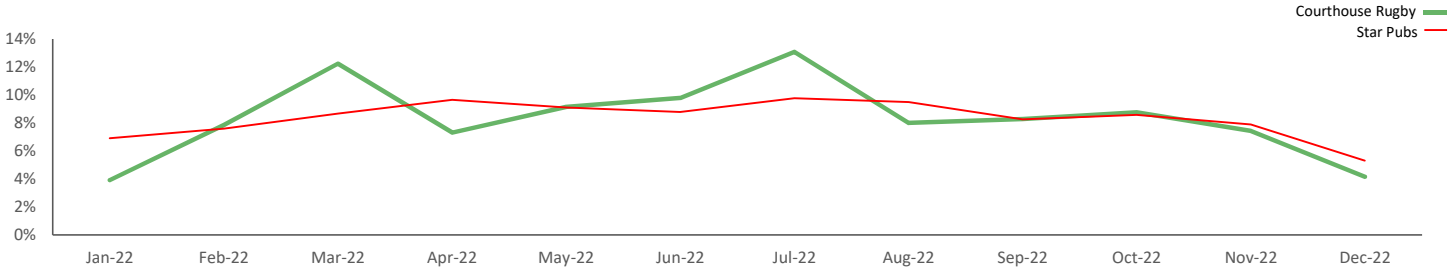
Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

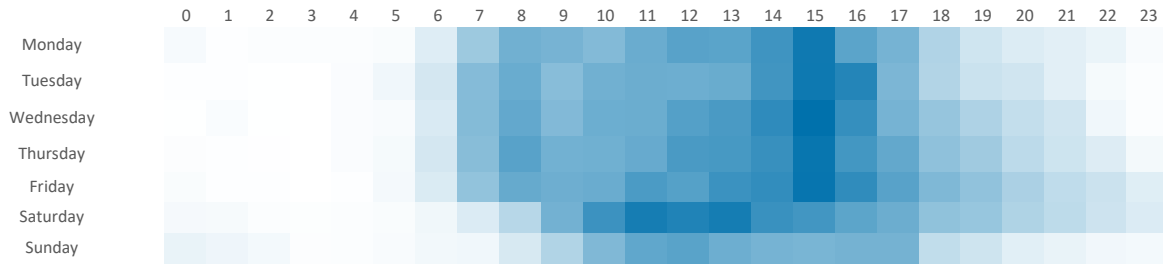


Average transaction value of sales (£) within the pub split by Polaris

Spend by Month

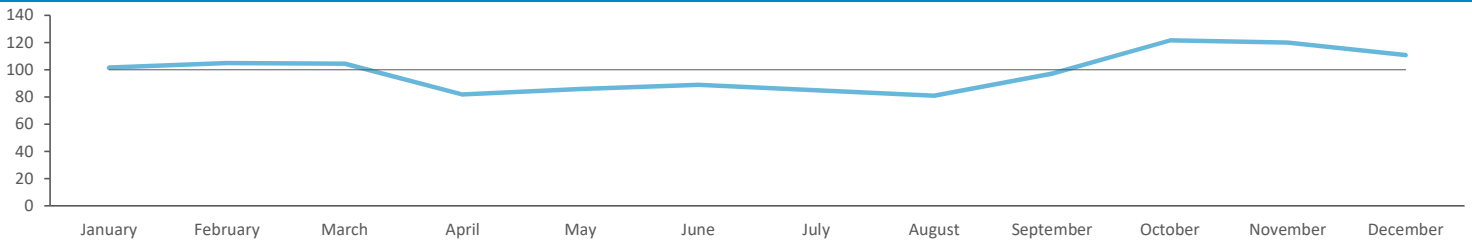


Time of Day/Day of Week



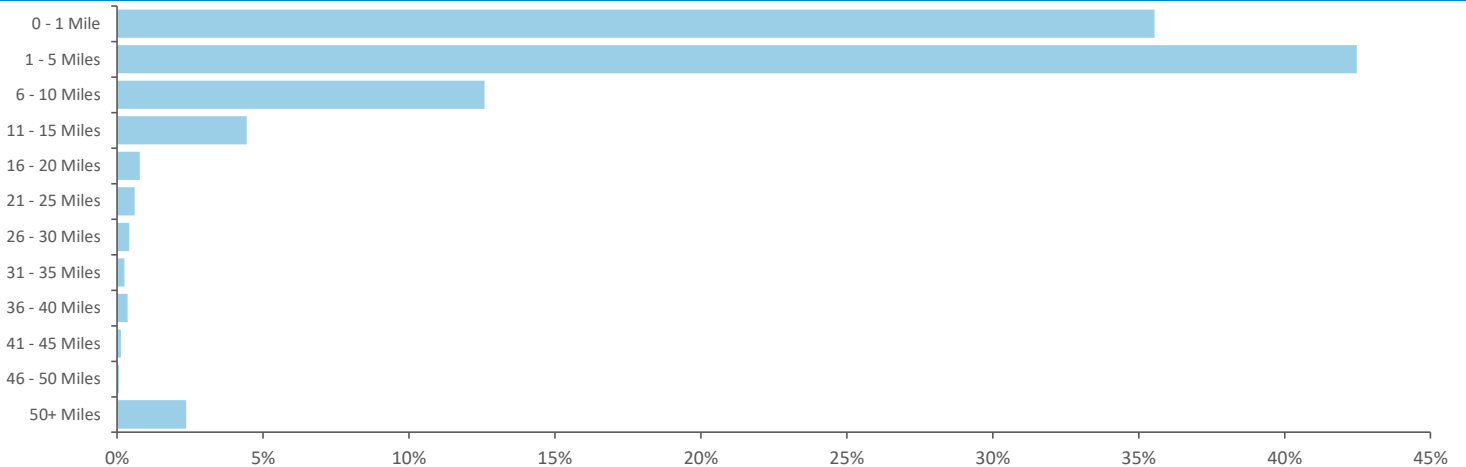
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



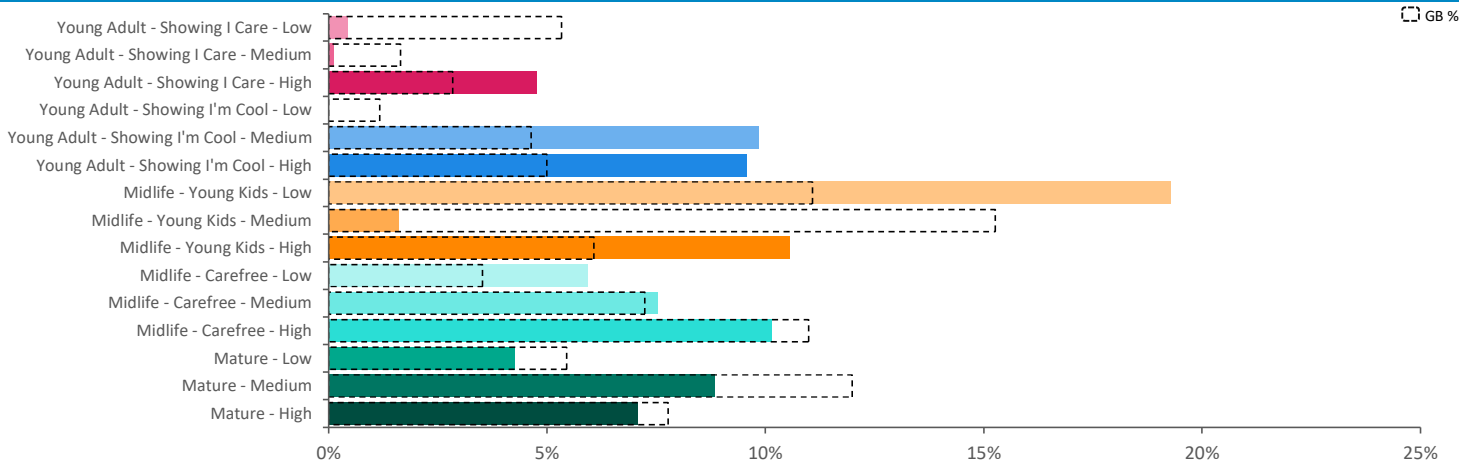
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

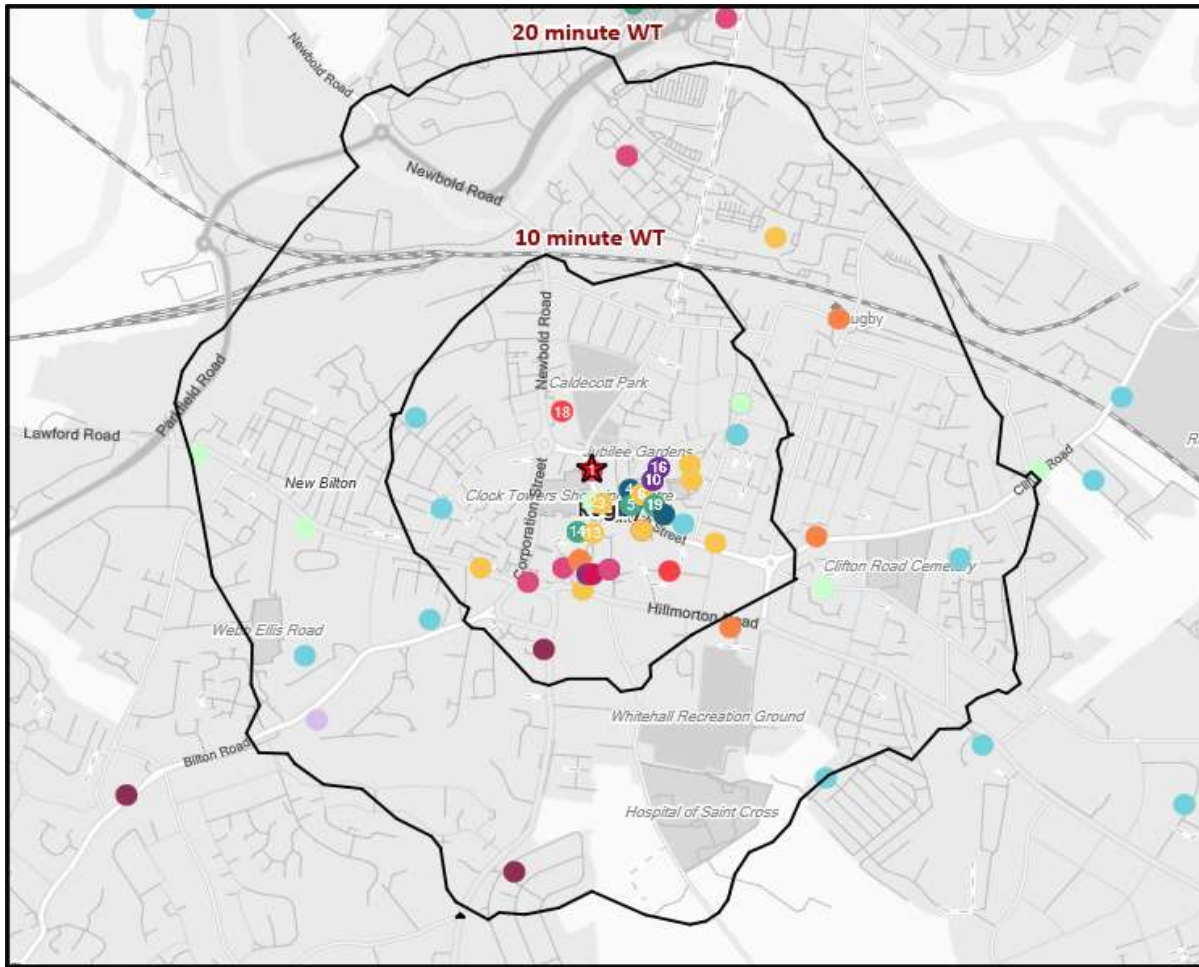


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile



Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door



- Pub Sites
- Catchment
- CGA Licensed Premises**
- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs

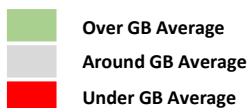
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Courthouse	CV21 2AG	Star Pubs & Bars	Family Pub Dining	0.0
2	Windmill Inn	CV21 2AB	Black Country Ales	Community Pub	0.1
3	Delish	CV21 2AL	Independent Free	High Street Pub	0.1
4	Bacco Lounge	CV21 2PY	Loungers	ABOS	0.1
5	Prezzo	CV21 2QF	Prezzo plc	Casual Dining	0.1
6	Bar 8	CV21 2QE	Independent Free	High Street Pub	0.1
6	Crafty Banker	CV21 2QE	Independent Free	High Street Pub	0.1
6	Bank Street Leisure Club	CV21 2QE	Independent Free	Clubland	0.1
6	Chicco Di Caffè	CV21 2QE	Independent Free	High Street Pub	0.1
10	Rugby Theatre	CV21 2QA	Independent Free	Large Venue	0.1
10	Town & Country Constitutional	CV21 2QA	Independent Free	Clubland	0.1
10	Herb & Spice Royal Thai Cuisine	CV21 2QA	Independent Free	Restaurants	0.1
13	Crown	CV21 3DU	Star Pubs & Bars	High Street Pub	0.1
14	Black Swan	CV21 3EB	Amber Taverns	Circuit Bar	0.1
14	Libertine Burger	CV21 3EB	*Other Small Retail Groups	Casual Dining	0.1
16	Maharajah	CV21 2SG	Independent Free	Restaurants	0.1
16	Romna Tandoori	CV21 2SG	Independent Free	Restaurants	0.1
18	Benn Hall	CV21 2LN	Independent Free	Large Venue	0.1
19	Alma Lodge House	CV21 2RS	Independent Free	Hotel	0.1
19	On The Rocks	CV21 2RS	Independent Free	Casual Dining	0.1

Per Pub Analysis - Courthouse Rugby



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*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	6,053	18,070	130,083
Number of Competition Pubs	30	41	169
Adults 18+ per Competition Pub	202	441	770

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	986	16.3%	160
Circuit Bar	439	7.3%	198
Community Pub	836	13.8%	80
Craft Led	458	7.6%	239
Great Pub Great Food	863	14.3%	74
High Street Pub	931	15.4%	89
Premium Local	726	12.0%	68

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	2,995	16.6%	163
Circuit Bar	1,202	6.7%	181
Community Pub	2,285	12.6%	73
Craft Led	1,455	8.1%	255
Great Pub Great Food	3,004	16.6%	87
High Street Pub	2,648	14.7%	85
Premium Local	2,432	13.5%	77

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	12,983	10.0%	98
Circuit Bar	4,327	3.3%	91
Community Pub	17,271	13.3%	76
Craft Led	3,398	2.6%	83
Great Pub Great Food	29,868	23.0%	120
High Street Pub	18,209	14.0%	81
Premium Local	28,510	21.9%	125

Category	Explanation																		
Population	The population count within the specified catchment																		
Gender	Counts of Males and Females within the specified catchment																		
Affluence	<p>Affluence is based on the disposable income level of the group relative to its age level. CACI calculates disposable income as gross income minus essential outgoings. Essential outgoings are: Tax & national insurance contributions, Food & clothing costs, Mortgage & rents, Council tax, utilities, water & structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs.</p> <p>Low: Count of population by Polaris Plus segments which are classified as Low Polaris Plus Segments: 1.1, 2.1, 3.1, 4.1, 5.1</p> <p>Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2, 5.2</p> <p>High: Count of population by Polaris Plus segments which are classified as High Polaris Plus Segments: 1.3, 2.3, 3.3, 4.3, 5.3</p>																		
Age Profile	Counts of residents by Age band																		
Economic Status (16-74)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16-74</p> <p>Full-time: In full-time employment</p> <p>Part-time: In part-time employment</p> <p>Self employed: In full-time or part-time employment, with or without employees</p> <p>Unemployed: Unemployed, not currently working but are actively seeking</p> <p>Retired: a person who has retired from a working or professional career</p> <p>Other: Includes long term sick, disabled, looking after home/family</p>																		
Index vs GB Average	The index is a comparison between the target catchment area % and the GB base % for a set of variables. An index of 100 means the catchment area is in line with GB. Less than 100: there is a lower catchment area % than the GB. Greater than 100 means that you have a higher % of customers in your catchment area for that particular variable than you would expect compared to GB																		
Over GB Average	Index value is > 120																		
Around GB Average	Index value is between 80 - 120																		
Under GB Average	Index value is < 80																		
Polaris Segmentation																			
Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																			
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="background-color: #e91e63; color: white;">'Showing I Care' Young Adults</th> <th style="background-color: #00bcd4; color: white;">'Showing I'm Cool' Young Adults</th> <th style="background-color: #ff9800; color: white;">Midlife 'Parents'</th> <th style="background-color: #00bcd4; color: white;">Midlife 'Carefree'</th> <th style="background-color: #2e7d32; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="text-align: center; vertical-align: middle;">Consumer Insight</td> <td style="text-align: center;"> <p>18-34 year olds Conscious choices on sustainability and health</p> <p>"With the climate catastrophe, impact of Covid, the economic crisis, it might seem a bit bleak but I really believe by making better choices, we'll be looking after ourselves and the planet."</p> </td> <td style="text-align: center;"> <p>18-34 year olds Looking good and discovering what's new</p> <p>"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. 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Licensed Premises																			
The data on the map and in the table originates from CGA. They collect licensed premise data, anywhere with a liquor license, for example; hotels, sports, clubs, restaurants, pubs, etc.																			
Competition Pubs																			
Competition Pubs are the following HUK Segments: Craft Led, Good Pub Good Food, A Bit of Style, High Street Pub, Circuit Bar, Premium Local, Community Pub, Clubland, Family Pub Dining.																			
Mobile data																			
Mobile App data identifies where consumers are at specific times of day, week and year, using GPS data and gives a better understanding of which consumers are likely to be using which pubs and when. The data is measuring anyone from within a 60m radius from the pub.																			
Acorn																			
Acorn is a geodemographic segmentation of the UK's population. It segments households, postcodes and neighbourhoods into 6 categories, 18 groups and 62 types. By analysing significant social factors and population behaviour, it provides precise information and an in-depth understanding of the different types of people.																			
Transactional data																			
Consumer Spend data provides actual credit and debit card expenditure for hospitality venues allowing you to see spend and average transaction value at an pub level. The data shows who from a Polaris segmentation is spending in the pub.																			